

Franconia-Springfield Study Advisory Group Meeting #2

October 27, 2025



PLANNING & DEVELOPMENT



Agenda

- Focus Group Meetings
 - Joni Kaden, Brick & Story
- Upcoming Community Visioning Meetings
 - Nick Martinazzi, SmithGroup
- Transportation Presentation: Multimodal Transportation Analysis
 - Tom Burke, Fairfax County Department of Transportation

Focus Group Engagement

- **Parents of Children Under 18 and Renters (complete)**
- **Business Owners (complete)**
- Spanish-speakers (in progress)
- Youth (in progress)
- Residents 65+ years old (to be planned for November, likely 11/20)

What We Heard from Parents of Children Under 18 & Renters

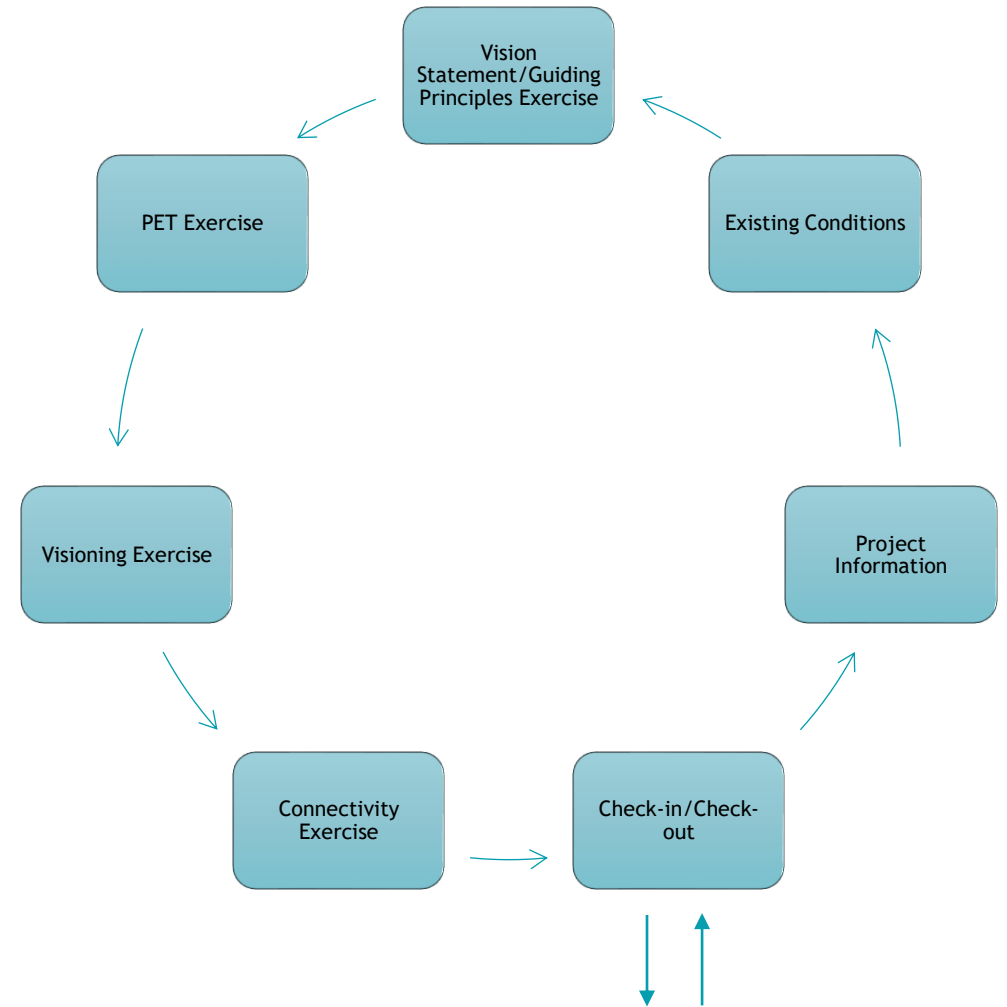
- Biggest draws of the area include access to the Metro, quality of schools, and ease of access to DC
- People would like to stay in the area long term. This would require:
 - Housing type diversity within neighborhoods so residents can stay in the area as their housing needs change (expand or downsize)
 - Renters would like a path to homeownership
- Increased access to green space, parks, play spaces, and other third spaces was widely identified as a desire
- Participants want safer means of transportation, particularly for walking with children (protected bike lanes and pedestrian walkways)

What We Heard from Business Owners

- Businesses value:
 - Families in the area; age mix to support a strong local customer base
 - Accessibility, access to highways
 - Proximity to other business locations
- Desires that the business community identified include:
 - Ease of barriers for new investment to come in; encourage growth
 - More housing
 - Policies to support smaller local businesses, particularly for mixed-use development where economics may better support inclusion of small businesses vs. chains
 - More green space
 - Improved roads, traffic, and circulation
 - Increased safety (pedestrian, bicycle)

Visioning Meeting #1: In-Person Open House

- **Saturday, November 8th, 10 a.m. to Noon, Lewis High School Cafeteria**
- **Six Stations with Boards**
 - 2 Informational
 - 4 Interactive Exercises
- **Interactive Station**
 - Visioning and Guiding Principles
 - Preserve, Enhance and Transform (PET)
 - Visioning Exercise
 - Connectivity
 - Car, Bus, Metro/Rail, and Walking/Biking



Visioning Meeting #2: Webinar with Follow-up Survey

- Thursday, November 13th, 7 p.m. via Zoom
- Walk-through of In-Person Exercises
- Survey to collect exercise responses
- Survey will be live for two weeks



Upcoming Meetings

- **Visioning Open House, Saturday, November 8, 10 a.m. to Noon**
John R. Lewis High School Cafeteria, 6540 Franconia Road, Springfield, VA
Please register so we know you plan to attend. bit.ly/47phcXk
- **Community Visioning Meeting, Thursday, November 13, 7 p.m.**
Virtual Webinar with Follow-up Survey on Zoom- bit.ly/48vDucn
- **Advisory Group Meeting #3, Monday, January 26 at 7 p.m.**
– Review of Draft Scenarios
Location: TBD